

今日北京

BEIJING TODAY

COMMERCE



SEPTEMBER 13, 2013 • No. 640 • PUBLISHED BI-WEEKLY • CN11-0120 • ¥3.00 (METRO & COMMERCE)

Inside the world of women

The international "HerWorld" photography contest challenged China's best amateurs to snap shots that capture the world of women.

Through September 30, China's winners are being exhibited for free by the French Alliance.

The collection of photos includes girls, mothers, women in love, sexy ladies and working women.

Read more on Page 4

Mobile app connects tourists and guides

Page 2

UK's Chevening seeks China's best

Page 5



Join the fall harvest in suburban Beijing

Page 6

Ediyou mobile app connects tourists and guides



因缘·起游



E地游是
“目的地向导”和
“旅行者”之间
的沟通平台



Li Shidong, founder of Ediyou

By Bao Chengrong

The convenience of booking tickets and hotels online has more people traveling alone than ever before.

But figuring out how to plan one's journey can be a challenge – even with a detailed guidebook.

That's where Li Shidong found an opportunity.

Li is the creator of Ediyou, a mobile application launched in June that allows users to book personal guides.

Any user can register as a guide by providing a valid legal ID. The company conducts random interviews with two thirds of the guides to ensure they can provide good and safe service.

“Service is the future of travel,” Li said.

Ediyou currently targets visitors bound for Shanghai and Lijiang, a destination known for drawing many unprepared backpackers.

While Lijiang is known for its rich scenery, Li said the city's local guides are its best resource. But in the past, most were left to hunt for potential clients on their own using microblogs.

“Ediyou can help them find more customers. More importantly, it's a platform where they can get respect and recognition,” Li said.

Potential guides are displayed along with their background information and rating. Users can book a guide and pay for their services using Alipay or UnionPay. Most charge 100 yuan per day.

Li said the most challenging parts of the business are improving the user experience and recruiting talents who are experienced in both travel and e-commerce.

An updated version of the software, due out later this month, will enable users to search for guides based on their recommended food and activities and state their personal demands.

Although facing difficulties, Li still sees hope.

The five members of Ediyou's management used to work for top IT companies, including Shanda Interactive Entertainment and Huawei.

Li said targeting the mobile market allows Ediyou to reach customers with an urgent demand. While iOS users respond well to social media advertisements, Android users seem more likely to respond to offline promotions, he said.

At the end of the year, Ediyou will expand to include Xiamen, Chengdu, Hangzhou and Xi'an among its travel destinations.

The cities require very different models due to their modes of travel. For example, visitors to Chengdu tend to prefer driving on their own and may be interested in renting a car.

“It's too early to make any long-term plans. The future of Ediyou really depends on the direction of the travel market itself,” Li said.

The current travel boom is certainly good news for Li.

With the country's policy of prohibiting guides from leading visitors to shopping traps, Ediyou is giving strapped tour guides another source of income.



Ediyou mobile app

Photos provided by Ediyou

Keystone Academy seeks students for new curriculum



Malcolm McKenzie, co-founder of Keystone Academy

By Bao Chengrong

Keystone Academy, a new international school in Beijing, began recruiting its first batch of 300 students last week.

Although the school is in its early stages of development, it has already attracted wide attention with its new education model and highly esteemed leadership team.

Malcolm McKenzie, the school's co-founder, said any school can become an international school if it chooses.

"You can do it in different ways, but really it's about attitude," he said. "You want your students and your teachers to think of themselves as part of the world rather than part of the city or the small group."

Unlike many of China's international schools, which accept only a few students from the Chinese populace, Keystone plans to open 75 percent of its enrollment to locals.

Students from Grades 1 to 12 will be required to study a curriculum that puts China in a global context and includes its history, art, culture, politics and geography.

"It's very important for young adults to have roots in the culture and to use it as a base to understand the world," McKenzie said.

While normal schools struggle to bring the world to their classroom, international schools struggle to bring their host country into the school.

During his last six years at Hotchkiss School, McKenzie opened enrollment to more students from outside the US to diversify the student body and allow locals to learn from their foreign peers.

McKenzie has led several famous schools in Africa, Europe and the Americas. He said China was the next logical step, because he has an interest in the culture and his last school had strong links to China.

He said he hoped the school's students will be interested in their studies, prepared to work hard and open to learn about other people.

But it may be hard to assess whether or not the students live up to those expectations – especially since many of them are as young as six years old.

"Schools like Keystone will challenge people to develop themselves in new and unexpected ways," McKenzie said.

Keystone's education model focuses on an internationally recognized liberal arts curriculum. Younger students will study the International Primary Curriculum (IPC) used at schools in 80 countries. In middle school, they will learn the International Baccalaureate Middle Years Program (IBMYP) that has been customized to suit the specific requirements of Keystone.

High school students will study the International Baccalaureate Diploma Program (IBDP), a curriculum accepted by many top colleges and universities. They will also be taught to be responsible for community service and learn critical thinking.

It will also incorporate many of the best teaching practices in the Chinese and American systems. McKenzie said Keystone will blend the discipline and memorization training from Chinese education and juxtapose it with the discussion and debate system employed in American schools.

From October 2013 to March 2014, Keystone will be recruiting 40 teachers and 300 students. In addition to meeting professional requirements, teachers must be seriously interested in China and be willing to learn about the country.

As for the future plans, McKenzie said the school's current focus is building new education patterns while making as few mistakes as possible.

"If it works, I am sure [the school] will be significant," he said.



Keystone's design for an indoor pool



Bird's eye view of the Keystone Campus



The primary school's library



The performing arts center at Keystone Academy



Keystone's design for a school of art
Photos provided by Keystone Academy

European council seeks top Chinese talent for fund

By Liu Xiaochen

The European Research Council (ERC) visited China from September 2 to 7 meet researchers and foster relations with its Chinese counterparts.

The ERC delegation visited universities and research institutions in Beijing, Shanghai, Hangzhou, Wuhan, Xi'an and Harbin and met with the National Natural Science Foundation of China (NSFC) in Beijing.

After its visit, the ERC participated in the Annual Meeting of the New Champions, organised by the World Economic Forum from September 11 to 13 in Dalian, Liaoning Province.

ERC Secretary General Professor Donald Dingwell, who led the delegation, said the European Research Council was excited about visiting China.

"We hope to forge closer ties, learn from each other and raise support for the best researchers. The ERC's substantial funding is open to top talents from anywhere in the world," Dingwell said.

The council funds leading researchers from anywhere in the

world with as much as 28.6 million yuan per grant. Since its founding in 2007, it has awarded approx. 51.5 billion yuan to more than 3,800 scientists researching in Europe.

Dingwell was accompanied by ERC Scientific Council member and Chinese Academy of Social Sciences Professor Alain Peyraube and Chinese ERC grantee Professor Ming Cao.

Cao, who works in the Netherlands, was awarded an ERC Starting Grant in 2012 for 12.3 million yuan. He is studying physical science and engineering, and is an associate professor of network analysis at the Institute of Technology, Engineering and Management, University of Groningen.

Since 2007, seven Chinese researchers have been awarded ERC grants.

ERC grants are substantial, flexible and allow grant holders to spend half of their research time outside the EU and its associated countries. This allows grant holders to maintain an affiliation with their country of origin.

Annual meeting in Dalian

From September 11 to 13, an ERC delegation headed by ERC President Helga Nowotny attended the Summer Davos, organised by the World Economic Forum in Dalian.

In addition to Nowotny, ERC Scientific Council members Tim Hunt and Alain Peyraube, as well as six ERC grantees, represented the group.

Hunt is a Nobel Prize laureate in medicine (2001) and Peyraube is a Chinese linguist and expert in Chinese studies.

The ERC grantees participating are working in areas of research ranging from nano-materials to photonics, optics, health, IT and energy storage.

"The ERC is looking forward to a fruitful interaction with its global partners in Dalian. We see this as an opportunity to reach out to other actors and raise our visibility beyond a scientific audience," Nowotny said at a press conference on September 12.

Background

Founded in 2007 by the European Union, the European Research Council (ERC) stimulates scientific excellence in Europe by encouraging competition for funding between the most creative researchers of any nationality and age.

The ERC, part of the EU's Seventh Research Framework Programme (FP7), has had a total budget of €7.5 billion (62 billion yuan) since 2007. Last year, the European Commission proposed to double the ERC budget for 2014 to 2020 under the Horizon 2020, a new research initiative.

Today, the ERC is considered a benchmark of the competitiveness of national research systems as it complements existing funding schemes at the national and European levels.

The ERC has three core grant schemes: ERC Starting Grants, targeting at early-career emerging research leaders; ERC Consolidator Grants, aimed at independent researchers; and ERC Advanced Grants, supporting senior researchers.

Amateur photographers capture women's world

By Liu Xiaochen

The French Alliance is exhibiting the best works by Chinese winners of the international "Her World" photography contest through September 30.

The amateur photographers' works capture women in different occupations and poses. Subjects includes girls, mothers, women in love, sexy women and working women.

When: September 1 to 30, 8 am – 9 pm

Where: French Alliance, Guangcail International Apartment, 18 Gongti Xi Lu, Chaoyang District

Tel: 6553 2678 ext. 209 (French or English) / 207 (Chinese)

Cost: Free



Photo by Zhu Bin-Jeune



Photo by Cheng Rong Tai



Photo by Zhao Jun Ren



Photo by Zhao Jun Ren

Spain celebrates diplomatic anniversary with students

By Liu Xiaochan

In celebration of the 40th anniversary of the establishment of diplomatic relations with Spain, Spanish ambassador Manuel María Valencia Alonso held a press conference with local high school students at the Spanish embassy on August 26.

Participating students were selected by the Beijing Youth Daily and China Education Association for International Exchange.

"There has been a big change in our two countries in recent years, especially when you compare today with the photos we took when we first established diplomatic relations," Valencia said.

The year has seen several important visits by such Span-



Photo provided by Red Scarf News Agency

ish officials as the country's Speaker of the House of Representatives, several foreign

ministers and the general secretary of its ruling party.

Valencia said the Spanish

embassy and its cultural center are preparing a series of cultural exhibitions set to

open during the last quarter.

"If there is one word that can describe the culture of Spain, it is passion. Spaniards do everything with passion, and it is reflected in our art, literature and dance," he said.

Several hundred student reporters recently visited Spain as part of an exchange event organized by the Spanish embassy.

The students visited universities and colleges to study the Spanish education system, curriculum and international student application procedures.

They also toured local media outlets, enterprises and soccer clubs, and performed for officials at the Chinese Embassy in Spain.

UK seeks applications for Chevening scholarship

By Liu Xiaochan

The UK government will be accepting student applications for the 2014-2015 Chevening Scholarship through December 15.

The scholarship is a global program funded by the UK's Foreign and Commonwealth Office (FCO) and partner organizations. Each year it gives outstanding scholars with leadership potential the chance to study at the postgraduate level in a UK university.

Chevening Scholarships are managed and operated by the British embassy and the secretary of Chevening Scholarships in China.

The scholarship is open to people seeking one-year master's degrees or the chance to conduct research at a British higher education institution. The program is open to people who are currently employed.

Those selected for the scholarship can choose a university and curriculum that suits their own interests. However, courses must be related to their current occupation.

The Chevening Scholarship is highly competitive. Applicants must submit certificates of their past education experience, work experience and English ability. These, together with interview scores, are the

basis for evaluation.

All applications for 2014-2015 must be submitted online through the Web application form. Instructions for submission are available in the guidelines.

The Chevening program was established in 1983 and has helped scholars from 118 countries to study in the UK. This year it will support more than 600 scholars.

There are more than 42,000 Chevening alumni around the world who comprise an influential and highly regarded global network.

Eligibility

The program is open to Chinese citizens who are not currently working or studying overseas or in Hong Kong, Macau or Taiwan.

All applicants must hold a bachelor's degree or higher that is recognized by British higher educational institutions and have enrolled in master's degree level classes or applied for related classes in the UK.

Additionally, they must have more than three years of work experience and an IELTS score of more than 6.5 with a minimum score of 6 in all sections.

Staff members and family of staff members affiliated with the British Foreign Affairs and Federation, including those work-

ing at British embassy and the secretariat of Chevening Scholarships, are not eligible.

Those who have received other scholarships or financial aid during this year will not be considered, nor will any applicant who has received financial aid from the British government during the past three years.

Priority areas

Applicants seeking to study foreign and security policy, public policy, law, economics and finance, trade and investment, science and technology, sustainable development, new energy, climate change, media or social development will have the best chance of being accepted.

Scholarships provided by the British Foreign and Commonwealth Office cover both tuition and living expenses.

The highest annual tuition subsidy is £12,000, and the cost of living subsidy is enough to support general consumption in UK. The scholarship also provides an international air tickets and other related expenses.

Parts of scholarship may be provided with the British foreign and Commonwealth Office partners or sponsors joint support.

Ink exhibition brings China, Korea together in art



Photo provided by Korean Cultural Center

By Liu Xiaochan

The Korean Cultural center is wrapping up its exhibition of 11 outstanding South Korean and Chinese artists tomorrow.

The 2013 South Korea and China Ink Art Exchange Exhibition, organized by Korean Cultural Center and the Beijing Cultural Development Foundation, includes 50 traditional and contemporary ink paintings selected to illustrate the internationalization of ink culture.

Ink painting is an Asian art form that has profound cultural con-

notations. The exhibition provides a window into the art form and its history, as well as what makes ink art so charming.

The Korean Cultural Center and Beijing Cultural Development Foundation frequently organize such culture and art exchanges.

The ink exhibition continues a series of cultural activities between China and South Korea. Each presents different artistic styles and establishes a platform for Sino-Korean artists to share their experiences and seek inspiration.

Get out and pick your own fall fruits



CFP Photos

By Liu Xiaochen

Autumn is harvest time, and that's good news for fans of fresh local fruit.

Fruit picking has found popularity in suburban Beijing, where many farmers open their orchards to visitors rather than pick and sell the fruits on their own. Weekend trips to the orchard are among the most popular activities in Beijing each fall.

Each district specializes in a different fruit tree. Find your favorite in our list below!

Beijing pears in Mentougou

Late August to mid-October is the season for the Royal Tribute pear, Beijing's local fruit.

The Beijing pear is an unusual cultivar of an often tropical fruit and one of the few fruits to bear the capital in its name.

Junzhuang in Mentougou District has two main pear picking centers: Jun Mengwu Cun and Dongshan Cun.

In addition to pears, the town also has many orchards with jujubes and walnuts and gardens with seasonal vegetables. The area is also known for its excellent restaurants and other tourism activities.

The price for pears ranges from 10 yuan per kilogram to more than 100 yuan depend-

ing on the cultivar.

The Beijing pear was first cultivated in Longgou, Dongshan Cun. Its original seedlings date back more than 400 years, and the oldest surviving trees are more than 200 years old.

Because of its good quality and unique flavor, the Beijing pear was often used as tribute during the Qing Dynasty.

Getting There

Car: Drive along National Highway 109 until you pass the Longquan Hotel. Turn right at the Junzhuang Lu intersection and go straight past the Junwen Ludong Yangtuo railroad crossing. Head east another 500 meters.

Bus: Take Bus 964 near the Pingguoyuan Station on Line 1 of the subway.

Peaches in Pinggu

Pinggu District is known as Beijing's Peach Town.

The Pinggu peach is large, bright, sweet and pollution-free, making it one of the most popular with consumers. In April 2006, the National Bureau of Quality Inspection approved the protection of the peach's geographical origin in Pinggu District.

The peaches benefit from an independent water system, ample sunshine and varying temperatures, which help it



Pinggu peach

accumulate sugar and other nutrients. The rich soil includes many of the best micronutrients to support peach growth.

Visitors can also pick wild flowers, snap photos and experience pastoral life. Those who do not want to return home can stay overnight with a local farmer.

Do not wear light colored clothes or heeled shoes when going to pick peaches. Also, you should not pick from any trees with too many branches.

Be sure to negotiate a price with the orchard owner before you start picking.

Getting There

Car: Take Jingshun Lu to Pinggu Shiji Guangchang. Turn onto Pingguan Lu and take it to Houbeigong. Follow that to the Lianxing Picking Orchard.

Bus: Board Bus 918 at Dongzhimen and get off at Pinggu Shiji Guangchang. Transfer to Bus 21 or 22 and get off at the Suziyu Lianxing Picking Orchard.

Lunar Festival

Worker's Stadium Area

Celebrate Lunar Festival 2013 at Xuxianlou

Celebrate the upcoming Mid-Autumn Festival with a delectable feast prepared by Master Chef Luo on September 19. Special set menus are available to suit couples or families of four.

For 1,400 yuan, you and your family can enjoy 10 of Luo's healthy dishes including his signature deep-fried preserved fish, steamed goose liver with rice wine, stir-fried beef ribs in lotus leaves and sautéed sea bass in a wild herb and white wine sauce.

For couples, the restaurant has prepared a 700 yuan set with two



cold dishes, Xuxianlou's famous soup and three flavorful main dishes.

Instead of moon cakes, Chef Luo is providing complimentary Xihu meat pies paired with a drink of sweet pear boiled with tremella and an ice cream and marshmallow dessert.

For those who would like to bring together the family and friends to admire the moon, be sure to book a seat on the cozy rooftop!

Where: Xuxianlou Restaurant, Gongti Ximen, Chaoyang District

When: September 19

Tel: 6551 8812

Shangri-La Hotel Beijing

Warm family reunion on Mid-Autumn Day

Come and enjoy a family buffet dinner in the elegant Chinese garden of Shangri-La Hotel, Beijing this Mid-Autumn Festival.

The rabbit lantern décor is sure to conjure up childhood memories. Stay for funny lantern riddles and raffles to make it the perfect night.

Where: Shangri-La Beijing, 29 Zizhuyuan Lu, Haidian District

When: September 19

Tel: 6841 2211 ext. 6774 or 6720

STAY in exhilarating autumn Qipao dream

A qipao themed culture and art tea party is being held on September 14 at the Shangri-La Hotel, Beijing to celebrate the Mid-Autumn Festival.

Qipao and the custom of viewing the moon during Mid-Autumn Festival are important Chinese traditions. This year, the hotel is hosting STAY in Exhilarating Autumn Qipao Dream Tea Party, a



fusion of Chinese culture and customs.

The tea party will include a display of 50 qipao by haute couture designer Guo Pei.

Along with the tea party, Shangri-La is releasing a "Qiyue" moon cake gift set

Where: STAY, Shangri-La Beijing, 29 Zizhuyuan Lu, Haid-

ian District
When: September 14
Tel: 6841 2211

Gongti Area

DOT Sampler Vol. 1 release party

DOT Records makes dots and connects them.

As an electronic music record label, DOT keeps on marching on the production journey, connecting Chinese and international producers who mix some of the biggest tunes.

The label is celebrating its first release "DOT SAMPLER Vol. 1," an EP with tracks from ELVIS.T, Mia, DJ Doggy, INN and Low Scene.

DJs: ELVIS.T, Ou Yang, Eddie Lv

VJ: Clockwork Q

Where: Lantern Club, 100 meters north of Gongti Ximen, Chaoyang District

When: 10 pm – 5 am next day, September 13

Entrance: 60 yuan, includes one limited edition CD

Tel: 13810347555

Gulou area

Tropical disco featuring MRG & MAX at Large

DJs MRG & MAX AT LARGE are mixing the hottest Latin music! Come enjoy the sounds and special tropical cocktails.

Where: Modernista Old Cafe & Tapas Bar, 44 Baochao Hutong, Dongcheng District

When: 10 pm – 2 am next day, September 14

Tel: 136 9142 5744

Girls on Decks Vol. 3: Neon Party

Disobedience Movement is presenting GIRLS on DECKS.

After eating moon cakes you can choose to stay in and get fat or join everyone at Dada bar to sweat it out!

At Girls on Decks Vol. 3, DJs BB Deng and Diva are taking you on a long and deep tech house and techno trip.

Are you ready to fly into the moon with these girls? If yes, then let them be on top for five hours.

Where: DaDa Bar, Room 101, Building B, 206 Gulou Dong Dajie, Dongcheng District

When: starts at 10 pm

Entrance: Free

Email: djbbdeng@yahoo.com

Parties

Sports

Great Wall Hike

Great Wall Spur

This hike will take you to a remote stretch of the Great Wall that was completed around AD 1580 during the reign of Emperor Wanli. After a long climb up the hillside trail you'll follow the Great Wall along a ridge, enjoying great views along the way.

There is plenty of Great Wall in this area, and on a clear day it is extremely picturesque. The price includes lunch after the hike.

Note: While rated a 3+, this hike is sort of a tough 3+ because of the long climb at the beginning. If it's a hot day, it will feel even tougher.

Jinshanling Great Wall hike

The Great Wall at Jinshanling is the one seen on postcards: a wall with large towers and impressive stretches that climb steep ridges.

Parts of the Jinshanling Great Wall have been reconstructed and see quite a few visitors, but with a bit of hiking it's possible to explore sections that are unrestored and not so commonly visited by tour groups.

On this hike, you'll walk all of the eastern section of Jinshanling; hike a few towers at Simatai and maybe get a little look at what they're doing over there. The hike ends after following a paved park trail through the hills.

Where to register: Room 601, Building 2, Xinhualian Ligang, 26 Jiuxianqiao Zhong Lu, Chaoyang District

When: Great Wall spur, 8 am – 4 pm, September 20; Jinshanling Great Wall hike, 8 am – 4 pm, September 25

Cost: 400 yuan; 360 yuan for members

Tel: 6432 2786



(By Jackie Zhang)

Shambhala Gannan celebrates 60 years



Gannan, a Tibetan autonomous prefecture in southwest Gansu Province, celebrated its 60th birthday on August 29.

More than 80,000 visitors from around the world traveled to the eastern edge of the Qinghai-Tibetan Plateau for the event.

Since 1953, Tibetans living in the region have seen enormous changes in their lives. The local government held a series of celebrations in August to mark the occasion.

As part of the celebration, more than 10,000 Tibetans assembled to dance the Guozhuang on the Dangzhou prairie. The Guozhuang is a Tibetan folk dance performed during summer in which dancers circle a bonfire.

Tibetan people in Gannan have similar but distinct customs compared to other Tibetans, especially in how they observe weddings, funerals and other cultural events.

As one of China's 10 Tibetan Autonomous Prefectures, Gannan hosts the

Shambhala Tourism Arts Festival every year in mid-summer. The event is the largest comprehensive tourism festival in the prefecture.

During the fifth and the sixth lunar months, it has many festivals and ceremonies, such as Xianglang Festival, Erecting Arrow Festival and Flower Picking Festival.

Located at an altitude of 3,000 meters, Gannan has a plateau continental monsoon climate. The weather is humid and extremely cold, with an aver-



age city temperature of 5 C.

The prefecture is famous for its beautiful attractions such as the Labrang, a vast expanse of prairie, and the Gahai-Zecha National Natural Wetland Reserve, a grotesque stone forest.

Special foods include milk tea, tsampa, and Gannan morel. Beef noodle soup is the most popular breakfast. Babao Tea, made with rock candy, wolfberries, jujubes, walnuts, longan fruits, sesame seeds, raisins and apple chips, is also popular among the locals.

Argentine puppeteer wow's children with Tin Soldier



By Bao Chengrong

An Argentine puppet performance of *The Hardy Tin Soldier* won the hearts of hundreds of viewers at the 3rd China Children's Theater Festival.

The performance concluded to a standing ovation and requests for an encore.

"I love Chinese audiences. That's why I came back to perform again," said Omar Alvarez, the puppeteer.

"Theaters all over the world are losing their audience. Children don't go anymore," he said. "But in China, they come and experience the show."

The performance was Alvarez's third in China since 2011.

The Hardy Tin Soldier comes from the tales of



Hans Christian Andersen and was one of Alvarez' favorite plays as a child. Before coming to China he performed it in Spanish, English and French.

"The French version is full of love. It is more focused on the love between the tin soldier and the dancer. The Chinese version is more like the English one in that it presents the tin soldier as a hero," said Kong Simeng, translator of the Chinese version.

"The cooperation process is amazing because each language gives the work a new vision," Alvarez said. Since he could not understand any Chinese, he connected with the narrator purely through the emotional delivery.

Alvarez has performed puppet shows for 52 years and is greatly influenced by his father-in-law.

Alvarez said the most important part of a puppet show is the performer's attitude. The first thing he tells young artists is to present the play like a child – with imagination and no fear of making mistakes.

Alvarez said he will perform in Xi'an before taking the show onward to Japan and Singapore.



Photos provided by China National Theater for Children